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Effect of Technological Atmosphere of Fashion Store on Online Behavior Intention:
Focusing on AIDMSAS Model

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Keywords: Technology, Store Atmosphere, S-O-R, AIDMSAS

Introduction

Since the 1960s in-store atmospheric stimuli (e.g. color, music, and scent) have been investigated in the fashion retailing literature by reason of the great influence on consumers' emotion and purchase behavior. Moreover, to increase consumers' positive emotion, the experience economy by Pine and Gilmore (1999) indicates the importance of consumers' in-store experiences. Enhancing consumer experience often links to in-store design aspects. To maximize consumers' experience, various retailers try to adopt technology such as digital display, touch screen, augmented reality space and 3D virtual model in an offline store. Entering the era of omni-channel as seamless integrated channel from multi-channel retail environment, this study is considerably significant in that in-store experience affect customers' online behavior. Technology has steadily and rapidly developed, and the use of technology in fashion retail will likely continue to spread. However, there are only few studies on the effect of technological atmosphere of a store on consumer behavior. This study, therefore, aims to identify the influence of technological atmospheric fashion store on consumer behavior including online behavior intention and purchase intention.

Literature Review

S-O-R paradigm The stimulus-organism-response(S-O-R) framework by Russell and Mehrabian (1977) explaining the effects on consumers' organism state (O) and behavior(R) from external stimuli(S) is often adopted in retail environment studies. This study mainly focuses on retail atmospheric effects on consumer online behavior intention and purchase intention so that S-O-R framework will be useful to improve theoretical validity.

AIDMSAS for exploring consumer online behavior and purchase intention AIDMSAS is the combination model of AIDMA (Attention, Interest, Desire, Memory and Action) and AISAS (Attention, Interest, Search, Action and share). AIDMA indicating the psychological processes of purchasing behavior has been re-established as AISAS during Web 2.0 era with rapid development in technology (Hall, 1924). This study adopts AIDMSAS as a combination model and each variable is applied as following: 1) attention and memory: personally internal evaluation of technological store environment; 2) interest and desire: evaluation of displayed products in a store with technological factors; 3) search and share: identifying online behavior intention; and 4) action: examining purchase intention.

This study focuses on identifying the effect of 4 variables (Attention, Interest, Desire and Memory) from AIDMSAS on 3 variables (Search, Action and Share) when stimulating technological atmosphere in each luxury and sports store based on the S-O-R framework.

Hypothesis 1: Technological experience will increase attention, interest, desire, and memory.

Hypothesis 2: Attention, interest, desire, and memory will increase online behavior intention (search/share) and purchase intention (action).

Analysis

A scenario experiment with a visual stimulus was conducted through an online survey. The experiment was run for two type of fashion retails (luxury and sports). 212 responses were

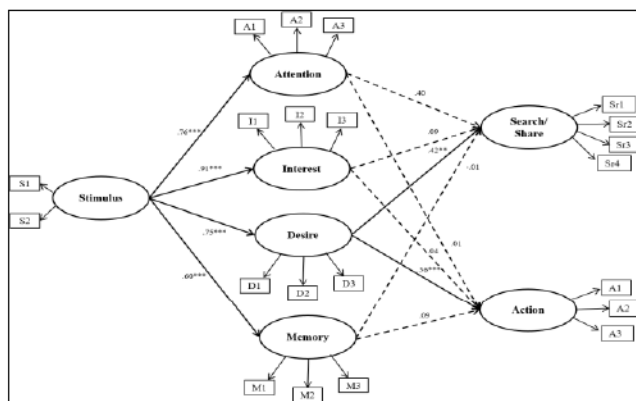
employed and respondents in their 20s and 30s were only able to participate the survey because sensitivity and familiarity of technology. The data were statistically analyzed using SPSS 21.0 and AMOS 18.0.

With the data (n=103 for luxury, n=109 for sports), the results of the confirmatory factor analysis on the entire measurement model showed that the major indices for the model's goodness of fit were within standard ranges (Normed $\chi^2=2.747$; $p=.000$; CFI=.915; TLI=.916; GFI=.835). The measurements of reliability yielded Cronbach's α coefficients above 0.7.

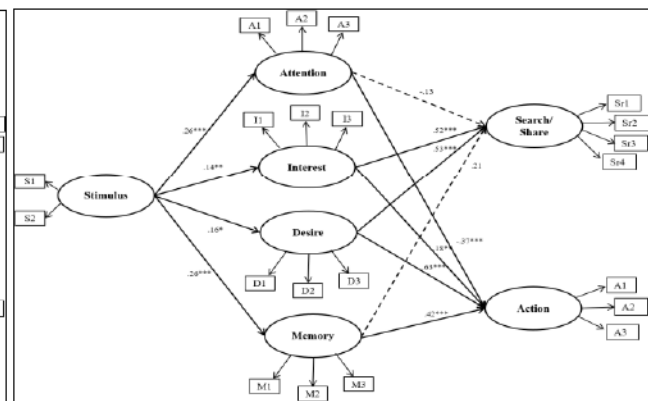
The influence of technology experience in fashion retail setting on product and store evaluation As seen in figure 1 and 2, the stimuli where both luxury and sports store are displayed with technological instruments were found to have significant influences on attention, interest, desire and memory.

The effect of product and store evaluation on online behavior and purchase intention The gap was found between the luxury and sports store in terms of online behavior and purchase intention. Attention, interest and memory have significant impact on search/share behavior but not desire in a sports store, whereas only desire was found to have a positive influence on search/share behavior at a luxury store.

The result of the study shows that both luxury and sports store with technological factors induce consumers' positive evaluation of store and product as well as these internally emotional evaluations lead to online behavior such as searching and sharing, and positive purchase intention.



<Figure 1 Summary for SEM analysis for Luxury>



<Figure 2 Summary for SEM analysis for Sports>

Discussion

This research demonstrates the pivotal role of in-store technology application in that purchase enhancement or an effect of e-word-of-mouth by sharing one's experience. Also, it can even redound to products at stores. Hence, from the practical standpoint, implementing innovative technology features enhances customers' positive attitude toward stores and products as well as the online application intention.

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